Chapter 10 Motivation and Emotion

Introduction to Psychology (York University)

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Chapter 10: Motivation and Emotion

Motivational Theories and Concepts

- **Motivation:** Goal-directed behaviour.

Drive Theories

- Drive theories apply the concept of **homeostasis** – a state of physiological equilibrium or stability, to behaviour.
- A **drive** is an internal state of tension that motivates an organism to engage in activities that should reduce this tension.
    - When you're hungry for a long period of time, you start to experience some discomfort and this internal tension (the drive) motivates you to obtain food. Eating reduces the drive and restores physiological equilibrium.

Incentive Theories

- Incentive theories propose that external stimuli regulate motivational states.
- An **incentive** is an external goal that has the capacity to motivate behaviour.
    - Examples: promotion from work, ice cream, a prize, etc.

- Drive theories emphasize how internal states of tension ***push*** people in certain directions. Incentive theories emphasize how external stimuli ***pull*** people in certain directions (push vs. pull theories).

According to the Expectancy-value models, ones motivation to pursue a particular course of action will depend on two situational factors:
1) The *expectancy* about one's chances of attaining the incentive.
2) The *value* of the desired incentive.

Evolutionary Theories

- The belief that human motives and those of other species are the products of evolution and natural selection favours behaviours that maximize reproductive success (for example dominance in males... females like that).

Arousal Theories

- People are motivated to maintain optimum level of arousal.

The Range and Diversity of Human Motives

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- People are motivated by a wide range of needs, which can be divided into two broad classes: biological motives and social motives. Refer to chart on pg 9.

The Motivation of Hunger and Eating

Biological Factors in the Regulation on Hunger

- Research suggested that hunger is controlled in the brain – specifically the hypothalamus.
- Much of the food taken into the body is converted into **glucose** (the form of sugar that circulates in the blood). Glucose is the major source of energy for the body and the brain. When it is low, we feel hungry.
- The **glucostatic theory** proposes that fluctuations in blood glucose level are monitored in the brain where they influence the experience of hunger.

- Cannon thought stomach regulates hunger. He thought stomach growls cause hunger. He was wrong. However, it is true that after consuming food, cells in the stomach can send signals to the brain stem that inhibit further eating.
- Hormones that influence hunger: insulin, ghrelin, CCK, and leptin.

Environmental Factors in the Regulation on Hunger

- The three key environmental factors are:
  - The availability of food,
  - Learned preferences and habits,
  - Stress
- **Palatability:** The better food tastes, the more of it people consume.
- Humans do have some innate taste preferences of a general sort. For example, a preference for sweet tastes is present at birth.

Eating and Weight: The Roots of Obesity

- The rate of obesity is increasing at an alarming rate.
- A study shows that identical twins are much more similar in body mass than fraternal twins, suggesting that genetic factors account for much of the variation among people in the propensity to become overweight.

The Concept of Set Point and Settling-Point

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- People who lose weight have a strong tendency to gain it back and people to gain weight have trouble keeping it on.
- This is because our body may have a **set point** – a natural point of stability in body weight monitored by fat-cell levels. Say you are trying to lose weight and your fat stores slip below a crucial set point, the body compensates for this by increased hunger and decreased metabolism.

- An alternative view is the settling-point theory.
- **Settling-point theory:** The idea that weight tends to drift around a level at which the constellation of factors that determine food consumption and energy expenditure (exercise) achieve an equilibrium.
- This theory suggests that if an obese person is making long-term changes in eating or exercising, that person's settling-point will drift downward without active resistance unlike the set-point approach.

Eating Disorders:
- **Anorexia Nervosa:** When a normal weight person diets and becomes significantly underweight, yet, still feeling fat, and continues to starve him or herself.
- **Bulimia Nervosa:** A disorder characterized by episodes of overeating, usually of high caloric foods, followed by vomiting, fasting, or excessive exercise.
- Eating disorders are more common in women than men.

Sexual Motivation and Behaviour

- **Estrogen:** A sex hormone, secreted in greater amounts by females than by males.
- **Testosterone:** The most important of the male sex hormones. The extra testosterone in males stimulates growth of sex organs in the fetus.

The Human Sexual Response

- Women can orgasm more times than men but it is harder for them to orgasm than men.

Four Phases of Sex:

- Excitement phase → Physical arousal rises rapidly. **Vasocongestion** – engorgement of blood vessels – produce penile erection in males and hardening of the clitoris in females.
- Plateau phase → Physiological arousal continues to build at a slower pace.

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- Orgasm phase → Arousal is at peak intensity.
- Resolution Phase

Evolutionary Analyses of Human Sexual Behaviour

Parental Investment Theory (Robert Trivers)

→ Species' mating patterns depend on what each sex has to invest – in terms of time, energy, and survival risk – to produce and nurture offspring.

- Males are required to invest very little in the production of offspring, so their reproductive potential is maximized by mating with as many females as possible.
- Females have a lot to invest (pregnancy) so they optimize their reproductive potential by being selective in mating.

- Refer to chart on page 31.
- The evolutionary theory predicts that men should place more emphasis than women on partner characteristics such as youthfulness and attractiveness. In contrast, females should find a male who could provide material resources and protect his family and who is dependable and willing to invest his resources in his family. Thus, females place more emphasis on partner characteristics such as intelligence, ambition, income, and social status.

The Cognitive Issue of Pornography

- Erotic and aggressive porn links to increased rape and sexual assault.
- In some porno's, they have women gradually give in to rape and enjoy it which can influence some men's behaviour towards rape and aggressive behaviour.
- Most rapes are actually committed by people that the victim knew, rather than strangers.
- Only few rapes are actually reported.

The Mystery of Sexual Orientation

- **Sexual orientation:** A persons preference of gender.
- There are heterosexuals, bisexuals, and homosexuals.
- 20 – 25% people say there should be laws prohibiting homosexual behaviour. Used to be 53% before.
- 5 – 8% of people of homos.
- Both biological and environmental factors appear to contribute to homosexuality.

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- It is **not** hormonal differences between heterosexuals and homosexuals that underlie one's sexual orientation.
- Studies of both gay men and lesbians have found higher prevalence of homosexuality among their identical twins than among their fraternal twins, who, in turn, are more likely to be homosexual than their adoptive siblings (shows that genetic factors influence sexual orientation).
- Studies suggest that there is a genetic predisposition to homosexuality and that some subtle disparities in brain structure may be associated with homosexuality.

The Need to Belong: Affiliation Motivation

- **Affiliation motive**: The need to associate with others and maintain social bonds.

Ostracism and the Fear of Rejection

- **Ostracism:** Being ignored and excluded by others in one's social environment.
- The case of Amanda Todd who committed suicide.

Achievement: In Search of Excellence

- **Achievement motive:** The need to master difficult challenges, to outperform others, and to meet high standards of excellence.

Measuring Motives with the *Thematic Apperception Test (TAT)*:
- **Affiliation motivation**: The need to associate with others and maintain social bonds.
- **Achievement motivation**: The need to meet high standards of excellence.
- Subjects taking the TAT tell or write stories about what is happening or going on in ambiguous pictures.

Situational Determinants of Achievement Behaviour

- Situational determinants are one's estimate of the probability of success for the task at hand and the incentive value of success.
- Other factors include the need for achievement or fear of failure which are aspects of personality, rather than situational factors.
- High achievers prefer tasks of intermediate difficulty.
- Emotion can cause motivation and motivation can cause emotion.

The Elements of Emotional Experience

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- Emotion includes cognitive, physiological, and behavioural components.
- **Emotion:** A subjective conscious experience accompanied by bodily arousal and by characteristic overt expressions.
    - The cognitive component
    - The physiological components
    - The behavioural component

The Cognitive Component: Subjective Feelings

- "Emotions are things that happen to us rather than things we will to occur."
- **Affective forecasting:** Predictions of one's emotional reaction to future events.
    - Usually overestimated.

The Physiological Component: Diffuse and Multifaceted

- Emotions are accompanied by visceral arousal.
- Imagine your car spins out of control – your fear (emotion) is accompanied by a variety of physiological changes such as increased heart rate, pupils dilating, etc.
- "Experiencing a knot in your stomach" due to anxiety.
- Much of this arousal associated with emotion occurs through the actions of the autonomic nervous system which is responsible for fight-or-flight responses.
- Emotions are frequently accompanied by the sympathetic division of the autonomic nervous system, which leads to goose bumps, sweaty palms, etc.
- One prominent part of emotional arousal is the **galvanic skin response (GSR)** – an increase in the electrical conductivity of the skin that occurs when sweat glands increase their activity.
    - Used as a measure of emotion in many research labs.

- The connection between emotion and autonomic arousal provides the basis for the **polygraph** aka lie detector (its really an emotion detector actually). A polygraph, however, isn't too reliable or accurate.

- Sensory input that can trigger fear arrive in the thalamus and then are routed along a fast pathway directly to the *amygdala*. The processing in this pathway is extremely fast, so that emotions can be triggered even before the brain has had a chance to "think" about the input.
    - The **amygdala** evaluates the significance of stimuli and generates emotional responses. The direct connect to the thalamus allows for rapid reaction to

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potentially dangerous situations (information can bypass cortex and go directly to amygdalae)

- LeDoux believes that the rapid-response pathway evolved because it is a highly adaptive warning system that can be the difference between life and death. You have to be able to react fast in scary situations.

The Behavioural Component: Non-verbal Expressiveness

- Emotions are expressed in body language or nonverbal behaviour such as smiles, frowns, clenching fists, etc.
- Six fundamental emotions: Happiness, sadness, anger, fear, surprise, and disgust. **(DASHSF)**
- Zajonc predicted that couples married for over 25 years may begin to look more similar to each other as they would share each other's emotions.
    - "If the facial musculature plays a significant role is producing these emotional states and moods, then, with time, married partners should grow to resemble each other physically."

The Facial Feedback Hypothesis:

- According to the facial feedback hypothesis, inputs to subcortical centres automatically evoke facial expressions associated with certain emotions, and the facial muscles then feed signals to the cortex to help it recognize the emotion that one is experiencing. In other words, facial expression help create the subjective experience of various emotions.
- Facial expressions are, for the most part, innate. Even blind people smile or frown like everyone else.

Culture and the Elements of Emotion

Cross-Cultural Similarities in Emotional Experience:

- People in widely disparate cultures for the most part express their emotions and interpret expressions in the same way.

Cross-Cultural Differences in Emotional Experience:

- Some cultures experience certain emotions a lot more than others.
- Some emotions don't even have a word in other cultures (they have a larger category rather than splitting it into many sub-emotions).

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- **Display rules** are norms that regulate the appropriate expression of emotions; they prescribe when, how, and to whom people can show various emotions. These norms vary from one culture to another.
- Non-verbal expression of emotions vary somewhat across cultures because of culture-specific attitudes and display rules.

Theories of Emotion

James-Lange Theory

- James and Lange proposed that the conscious experience of emotion results from one's perception of autonomic arousal.
- Recall the theory of a fight-or-flight response towards something fearful. The James-Lange theory is the opposite: that the perception of visceral arousal leads to the conscious experience of fear.
  - In other words, while your might assume that your pulse is racing because you're fearful (the common sense theory), James and Lange argued that you're fearful because your pulse is racing.
  - Summary: Feelings of arousal cause emotion.

Cannon-Bard Theory

- Cannon and Bard argue that emotion occurs when the thalamus sends signals **simultaneously** to the cortex (creating the conscious experience of emotion) and to the autonomic nervous system (creating visceral arousal)

Schachter's Two-Factor Theory

- Schachter asserts that people look at situational cues to differentiate among alternative emotions.
- According to this theory, the experience of emotion depends on two factors:
  1) Autonomic arousal
  2) Cognitive interpretation of that arousal

- Schachter proposed that when you experience visceral arousal, you search your environment for an explanation. For example, if you're stuck in a traffic jam, you'll probably label your arousal as anger.
- This theory resembles the James-Lange view in that emotion is inferred from arousal.

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- This theory resembles the Cannon-Bard view in that different emotions yield indistinguishable patterns of arousal.
- People look to **external** rather than internal cues to differentiate and label their specific emotion.

Evolutionary Theories of Emotion

- Theories began returning to ideas preached by Darwin.
- Darwin believed that emotions developed because of their adaptive value. Fear, for instance, would help an organism avoid danger.
- Emotion = product of evolution.

Emotional Intensity in Plutchik's Model:

- According to Plutchik, diversity in human emotion is a product of variations in emotional intensity, as well as blending of primary emotions.

Happiness/Subjective Well-Being

- Factors that do not predict happiness: money, age, parenthood, intelligence and attractiveness.

- Moderately good predictors of happiness: health, social activity, religion.

- Strong predictors of happiness: love and marriage, work, genetics and personality.

- Happiness is relative, we evaluate what we have relative to the people around us.

- **Hedonic adaption:** Occurs when the mental scale that people use to judge the pleasantness-unpleasantness of their experiences shifts so that their neutral point or baseline for comparison changes.

- Objective realities are not are important as subjective feelings. For example, it is not your 'work' that matters, it's how you *feel* about your work.

Lecture Slides

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Humanistic theory of Motivation

- Hierarchy of needs; motivation to realize one's highest personal potential.
- Maslow → Motives are divided into several levels from basic survival needs to psychological and self-fulfillment needs.

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